



Tendency in Mens Apparel toward Novelty Treatments

Announcing the Fall Style Show

WITH A COMPLETE SHOWING OF THE MOST ATTRACTIVE AND DEPENDABLE READY-TO-WEAR APPAREL FOR MEN AND BOYS IN THE ACCEPTED AND AUTHORITATIVE FALL STYLES WHICH WILL BE ON DISPLAY IN OUR WINDOWS

**Wednesday Evening
October the Fourth**

EVERY ARRANGEMENT HAS BEEN MADE TO MAKE YOUR VISIT TO THIS BEAUTIFUL AND MODERN STORE ONE WORTH WHILE AND A PLEASURE. OUR STORE WILL BE OPEN FROM 7:30 'TILL 9:00 O'CLOCK FOR YOUR INSPECTION

Music

Goldberg's
STEIN-BOCH SMART CLOTHES



For the fall and winter season one can hardly say there are style changes in the men's fashions. It would be more accurate to say there are style developments, for really the departures are but a continuation of the trend indicated in the spring and summer styles. The outstanding thing so far as style features in suits and overcoats are concerned is a decided narrowing of the lapels. The very wide and semi-wide lapel has been done to death and this spring saw the receding toward less width. This fall we go even further in the reduction of this dimension and the very narrow and fairly short lapel is a predominant note of fashion variation. Of course some of the suits shown have only two buttons which would ordinarily call for a longer lapel, but this season the bottom button is much further away from the bottom of the coat than has been the case in previous seasons, this permitting a considerably shorter lapel even on the two-button coats. This tendency toward shorter lapels and closer set buttons will necessarily give the effect of a longer skirt to the coat. On the shorter and narrower lapel all designers seem to be in accord, but there is divided opinion as to the shape of the lapel. Some designers lean toward the peaked lapel, others to the square cut, so that your personal preference in this regard can be exercised as you will have each sort to choose from. Another feature of growing importance is the tendency toward slanting pockets. This is very marked in the models launched by those designers whose productions always influence the styles. This is seen in both pockets with flaps and the patch pocket for this season, therefore, must be taken as a touch of smartness. Many coats show vents on the sleeves and this tendency promises to displace cuffs. Very few cuffs are shown, button decoration, however, is a popular embellishment of the fall suits, two and three button schemes mostly employed. The pinch back coat will be easily the most popular for fall and winter. Vests will be mostly without lapels. There has been a growing impression that vests with lapels have had their run—a better run, really than they deserved, as vest lapels were not graceful, not practical, and becoming easily awry and out of press they militate against careful grooming.

"THE HABERDASHER'S" CORRECT DRESS CHART FALL AND WINTER, 1916-17

OCCASION	COAT OR OVERCOAT	WAISTCOAT	TROUSERS	HAT	SHEET AND CUFFS	COLLAR	CRAVAT	GLOVES	BOOTS	JEWELRY
DAY WEDDING, LUNCHEON, AND RECEPTION	Black or Grey Chesterfield Overcoat	White or Tan March Coat	Striped Grey or Tan Trousers	High Silk with Felt Band	Stiff or Pleated White	Wing or Fife	Pearl or Onyx, Four or Six Buttons	Pearl or Onyx, Four or Six Buttons	Patent Leather, High or Low Top	Pearl or Onyx, Links and Studs, or Gold Chain
BUSINESS, LOUNGE, MORNING WEAR	Black or Grey Chesterfield Overcoat	Black or Grey March Coat	Black or Grey Trousers	Derby or Soft Hat	Pleated White or Fancy	Fold or Wing	Four or Six Buttons, or Tie	Tan Cape or Chamois	Laced Calf or Rubber, High or Low	Pearl or Onyx, Links and Studs, or Gold Chain
SCOTCHING, GOLFING, COUNTRY	Black or Grey Chesterfield Overcoat	Black or Grey March Coat	Black or Grey Trousers	Cap or Soft Hat	Pleated White or Fancy	Fold or Wing	Four or Six Buttons, or Tie	Tan Cape or Chamois	Laced Calf or Rubber, High or Low	Pearl or Onyx, Links and Studs, or Gold Chain
AFTERNOON TEA, AND PROMENADE	Black or Grey Chesterfield Overcoat	Black or Grey March Coat	Black or Grey Trousers	High Silk or Soft Hat	Pleated White or Fancy	Wing or Fife	Four or Six Buttons, or Tie	Tan Cape or Chamois	Laced Calf or Rubber, High or Low	Pearl or Onyx, Links and Studs, or Gold Chain
EVENING, WEDDING, BALL, FORMAL DINNER, AND THEATRE	Black or Grey Chesterfield Overcoat	Black or Grey March Coat	Black or Grey Trousers	High Silk with Felt Band	Stiff or Pleated White	Wing or Fife	White Tie, Four or Six Buttons, or Linen	White Cape or Chamois	Patent Leather, High or Low Top	Pearl or Onyx, Links and Studs, or Gold Chain
COUNTRY DANCE, INFORMAL DINNER, AT HOME, LUNCHEON	Black or Grey Chesterfield Overcoat	Black or Grey March Coat	Black or Grey Trousers	Derby or Soft Hat	Pleated White or Fancy	Fold or Wing	Black Tie, Four or Six Buttons, or Linen	Tan Cape or Chamois	Patent Leather, High or Low Top	Pearl or Onyx, Links and Studs, or Gold Chain

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